

Registration number: 08443046

# Ambassador Marketing UK Limited

Annual Report and Financial Statements

for the Year Ended 31 December 2016

Manningtons  
8 High Street  
Heathfield  
East Sussex  
TN21 8LS

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# **Ambassador Marketing UK Limited**

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## **Ambassador Marketing UK Limited**

### **Company Information**

**Directors** Mrs Nancy Ruth Dornan  
Mr Jeffrey Paul Neuber

**Registered office** 7 Wellington Square  
Hastings  
East Sussex  
TN34 1PD

**Auditors** Manningtons  
8 High Street  
Heathfield  
East Sussex  
TN21 8LS

## **Ambassador Marketing UK Limited**

### **Statement of Directors' Responsibilities**

The directors acknowledge their responsibilities for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006 and in accordance with FRS 105 The Financial Reporting Standard applicable to the Micro-entities Regime. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Ambassador Marketing UK Limited**

**(Registration number: 08443046)**

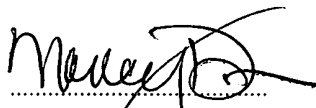
**Balance Sheet as at 31 December 2016**

	Note	2016 £	2015 £
<b>Current assets</b>			
Debtors	4	65,548	46,181
Cash at bank and in hand		<u>26,189</u>	<u>88,844</u>
		91,737	135,025
<b>Creditors: Amounts falling due within one year</b>	5	<u>(51,445)</u>	<u>(47,653)</u>
<b>Net assets</b>		<u>40,292</u>	<u>87,372</u>
<b>Capital and reserves</b>			
Called up share capital		100	100
Profit and loss account		<u>40,192</u>	<u>87,272</u>
<b>Total equity</b>		<u>40,292</u>	<u>87,372</u>

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 24 March 2017 and signed on its behalf by:

  
.....  
Mrs Nancy Ruth Dornan  
Director

# Ambassador Marketing UK Limited

## Statement of Changes in Equity for the Year Ended 31 December 2016

	Share capital £	Profit and loss account £	Total £
At 1 January 2016	100	87,272	87,372
Profit for the year	-	136,920	136,920
Total comprehensive income	-	136,920	136,920
Dividends	-	(184,000)	(184,000)
At 31 December 2016	100	40,192	40,292
	Share capital £	Profit and loss account £	Total £
At 1 January 2015	100	85,902	86,002
Profit for the year	-	131,370	131,370
Total comprehensive income	-	131,370	131,370
Dividends	-	(130,000)	(130,000)
At 31 December 2015	100	87,272	87,372

The notes on pages 5 to 9 form an integral part of these financial statements.  
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## **Ambassador Marketing UK Limited**

### **Notes to the Financial Statements for the Year Ended 31 December 2016**

#### **1 General information**

The company is a private company limited by share capital incorporated in England and Wales.

The address of its registered office is:

7 Wellington Square  
Hastings  
East Sussex  
TN34 1PD

These financial statements were authorised for issue by the Board on 24 March 2017.

#### **2 Accounting policies**

##### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

##### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

##### **Basis of preparation**

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

##### **Audit report**

The Independent Auditors' Report was unqualified. No matters of emphasis were raised by the Auditor. The name of the Senior Statutory Auditor who signed the audit report on 24 March 2017 was A.E.J. Staples, who signed for and on behalf of Manningtons.

##### **Exemption from preparing group accounts**

The financial statements contain information about Ambassador Marketing UK Limited as an individual company and do not contain consolidated financial information as the parent of a group.

The company is exempt under section 401 of the Companies Act 2006 from the requirement to prepare consolidated financial statements as it and its subsidiary undertakings are included by full consolidation in the consolidated financial statements of its parent, Ambassador Marketing Worldwide Inc., a company incorporated in USA.

##### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

##### **Trade debtors**

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

## Ambassador Marketing UK Limited

### Notes to the Financial Statements for the Year Ended 31 December 2016

#### Trade creditors

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

#### Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

#### Dividends

Dividend distribution to the company's shareholders is recognised as a liability in the financial statements in the reporting period in which the dividends are declared.

#### Financial instruments

##### *Classification*

The company does not hold any financial instruments.

### 3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 2 (2015 - 2).

### 4 Debtors

	2016 £	2015 £
Trade debtors	65,548	46,181
Total current trade and other debtors	<u>65,548</u>	<u>46,181</u>

### 5 Creditors

	2016 £	2015 £
<b>Due within one year</b>		
Taxation and social security	16,714	12,400
Other creditors	34,731	35,253
	<u>51,445</u>	<u>47,653</u>



## Ambassador Marketing UK Limited

### Notes to the Financial Statements for the Year Ended 31 December 2016

#### 6 Dividends

	2016 £	2015 £
Interim dividend of £1,840.00 (2015 - £1,300.00) per ordinary share	184,000	130,000

The directors are proposing a final dividend of £Nil (2015 - £Nil) per share totalling £Nil (2015 - £Nil). This dividend has not been accrued in the Balance Sheet.

#### 7 Related party transactions

##### Summary of transactions with other related parties

Network Twentyone Support Systems Limited a company in which J P Neuber is a director  
During the period purchases were made from Network Twentyone Support Systems Limited

##### Expenditure with and payables to related parties

	Other related parties £
<b>2016</b>	
Rendering of services	<u>6,000</u>
<b>2015</b>	

#### 8 Parent and ultimate parent undertaking

The company's immediate parent is Ambassador Marketing Worldwide Inc., incorporated in USA.

These financial statements are available upon request from Ambassador Marketing Worldwide Inc and may be obtained from 2052 Ben Franklin Drive, Unit 201, Sarasota, Florida, USA 34236

#### 9 Transition to FRS 102

##### Balance Sheet at 1 January 2015

Note	As originally reported £	Reclassification £	Remeasurement £	As restated £
<b>Current assets</b>				
Debtors	60,986	-	-	60,986
Cash at bank and in hand	<u>84,255</u>	<u>-</u>	<u>-</u>	<u>84,255</u>
	145,241	-	-	145,241

## Ambassador Marketing UK Limited

### Notes to the Financial Statements for the Year Ended 31 December 2016

Note	As originally reported £	Reclassification £	Remeasurement £	As restated £
Creditors: Amounts falling due within one year	(59,239)	-	-	(59,239)
Net assets	<u>86,002</u>	<u>-</u>	<u>-</u>	<u>86,002</u>
<b>Capital and reserves</b>				
Called up share capital	100	-	-	100
Profit and loss account	<u>85,902</u>	<u>-</u>	<u>-</u>	<u>85,902</u>
Total equity	<u>86,002</u>	<u>-</u>	<u>-</u>	<u>86,002</u>

## Ambassador Marketing UK Limited

### Notes to the Financial Statements for the Year Ended 31 December 2016

#### Balance Sheet at 31 December 2015

Note	As originally reported £	Reclassification £	Remeasurement £	As restated £
<b>Current assets</b>				
Debtors	46,180	-	-	46,180
Cash at bank and in hand	88,844	-	-	88,844
	135,024	-	-	135,024
Creditors: Amounts falling due within one year	(47,652)	-	-	(47,652)
Net assets	87,372	-	-	87,372
<b>Capital and reserves</b>				
Called up share capital	100	-	-	100
Profit and loss account	87,272	-	-	87,272
Total equity	87,372	-	-	87,372